

# APPENDIX I: MEDIA RELATIONS TEMPLATES

**Your Logo** [The media advisory would be written on your organization's own letterhead.]

## MEDIA ADVISORY TEMPLATE

**MEDIA ADVISORY** *(Should be in bold font and placed near the top left hand corner of the page.)*

**Event: [Headline]** *(Provide a main headline that focuses on the most newsworthy item of the event.)*

**[Subhead]** *(This gives a more specific angle for the story, such as local interest, etc.)*

*(The opening paragraph provides a brief overview of the event. It should contain information that answers the who, what, when, where and why as succinctly as possible. The sentences should be brief yet full of pertinent information. Any persons of local interest, dignitaries, elected officials or others who are key to the event should be mentioned.)*

**DATE:** *(PROVIDE INFORMATION REGARDING THE DATE OF THE EVENT.)*

**TIME:** *(PROVIDE INFORMATION REGARDING THE TIME OF THE EVENT.)*

**Location:** *(Include the address, room number, etc. and provide parking information for media. Also, include a map if available.)*

**Contact:** *(Provide a contact name and phone number for someone who is available to speak to media prior to the event. This person, however, is not necessarily the key spokesperson.)*

**Program:** *(Include information regarding the length of the event and specific details regarding the agenda (e.g., if there will be a luncheon, presentation, etc.).*

**Visuals:** *(Provide details regarding any exhibits, live entertainment or potential photo opportunities at event.)*

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*(The symbol -30-, which should be centered at the end of the media advisory, indicates it is finished.)*

**Your Logo** [The news release would be written on your organization's own letterhead.]

## NEWS RELEASE TEMPLATE

**NEWS RELEASE** [Should be in bold font and placed near the top left hand corner of the page.]

**For Immediate Release – (DATE)** [Should be in bold font and located underneath the phrase News Release.]

**[Headline]**

The headline should capture the essence of the news item to give media a 'handle' for what information will be in the news release. Ideally, the headline should not exceed 80 characters. Only the first word in the headline should be capitalized. It should be considered as similar to the headline of a newspaper article.

**[LEAD PARAGRAPH]**

*City, Province...*

The lead paragraph should begin with the location of the news story identified. This paragraph is critical and should succinctly summarize the key elements of the news item by outlining the who, what, when, where, why and how of the story. A story lead is intended to be attention grabbing and inform the reporter why the story is important and newsworthy. It should be no more than four sentences in length.

**[Second Paragraph]**

This portion of the news release is where further elaboration can be provided on the information outlined in the lead paragraph. A quote from a relevant source may be included in this section to make the news release more intriguing and credible. The person quoted should be a leader or an expert on the topic. Quotes should be authentic and sound conversational. They should also say something about how the speaker views or feels about the subject.

**[Third Paragraph]**

The third paragraph should expand on the story in order of importance for the reporter. Data and statistics may be provided here to add more credibility to the story.

– more –

[Indicates more pages are to follow, should the news release flow onto more than one page.]

**[Fourth Paragraph]**

Include an additional quote from the spokesperson may be included in this section to summarize the main message in a few quoted words. A good structure for this paragraph should be either a quote followed by a final summary statement of a fact or else a factual statement followed by a summarizing quote.

**[Fifth Paragraph]**

The final paragraph of a traditional news release should contain the least newsworthy information.

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[The symbol -30-, which should be centered at the end of the news release, indicates it is finished.]

**For more information, please contact:**

First Name, Last Name, Title [Place here the name of the person handling all media enquiries.]

Organization

Phone number [Place here the person's direct line or cell phone number.]

E-mail

**APPENDIX II: SAMPLE PUBLIC SERVICE  
ANNOUNCEMENT  
(PSA)**

## **Public Service Announcement**

**No more perfume –This Christmas, get Grandma and Grandpa something they really need!**

**Edmonton, Dec. 8, 2006**—Grandma and Grandpa already have enough cologne, bath and shower products, and jars of jam. This year get them something that will support them. In Edmonton one of the largest issues for seniors is transportation, so why not get them something practical like a voucher book for cab rides, or a senior's monthly bus pass or a gift certificate for rides with Driving Miss Daisy. Or how about grippers for their boots or cane, so they can feel safer walking on icy sidewalks. These are gifts that keep on giving and really can make a difference in a senior's wellbeing.

You can shop online at [www.takeETS.com](http://www.takeETS.com) for Edmonton Transit Service (ETS) monthly passes and books of tickets or visit [www.drivingmissdaisy.net](http://www.drivingmissdaisy.net) for information of how to contact a service provider near your senior. As well, many taxi companies offer vouchers for cabs. Boot grips or ice grips for canes are available at the Healthcare and Rehab Specialties stores.

This holiday season, help give a senior some independence, so they can get out when they want to.

For more information, contact the Edmonton Seniors Coordinating Council at 423-5635.